Social Media Posts

Back-to-School Toolkit

NY State of Health Facebook Page - @NYStateofHealth
NY State of Health Twitter Page - @NYStateofHealth
NY State of Health Instagram Page - @NYStateofHealth

Post 1 - Annual Physical

FACEBOOK   *(Click here to open a full-size image you can save and use)*

As you go through your back-to-school checklist, be sure to schedule your child's annual physical as well. All @NYStateofHealth plans provide free preventive visits for annual check-ups and screenings. Visit nystateofhealth.ny.gov to see quality, affordable health plan options for everyone in your family! #EnrollNY #BackToSchool #CheckUp

TWITTER   *(Click here to open a full-size image you can save and use)*

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INSTAGRAM   *(Click here to open a full-size image you can save and use)*

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Post 2 - Healthy Throughout School Year

FACEBOOK *(Click here to open a full-size image you can save and use)*

Ensure your children's health so they can enjoy the school year to the fullest! Medicaid and Child Health Plus cover preventative care, prescriptions, and more. Learn more about the health plan options available through @NYStateofHealth today! on.ny.gov/3Cndkp4 #EnrollNY #BackToSchool

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Post 3 - Child Health Plus

FACEBOOK *(Click here to open a full-size image you can save and use)*

If your child is not already covered, they may be eligible for low or no-cost health insurance through @NYStateofHealth. Child Health Plus is available year-round for children up to age 19 and covers services like physical exams, immunizations and more. Learn more: on.ny.gov/3zgyKUs #EnrollNY #BackToSchool

TWITTER *(Click here to open a full-size image you can save and use)*

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Post 4 - Back To School Prep

FACEBOOK *(Click here to open a full-size image you can save and use)*

You've got their pencils, notepads, and erasers packed. Don't forget health insurance! Make sure your children are covered as they go back to school. To learn more about affordable health insurance for kids, visit nystateofhealth.ny.gov #EnrollNY

TWITTER   *(Click here to open a full-size image you can save and use)*

You've got their pencils, notepads, and erasers packed. Don't forget health insurance! Make sure your children are covered as they go back to school. To learn more about affordable health insurance for kids, visit nystateofhealth.ny.gov #EnrollNY

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Post 5 - Update Contact Info 1

FACEBOOK   *(Click here to open a full-size image you can save and use)*

Help @NYStateofHealth keep in touch with health insurance updates! If your contact information has changed, sign in at nystateofhealth.ny.gov and select 'Edit Account Information' to update your email or phone number. For help, call 1-855-355-5777 or speak with a Certified Enrollment Assistor. #EnrollNY

TWITTER   *(Click here to open a full-size image you can save and use)*

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Post 6 - Update Contact Info 2

FACEBOOK *(Click here to open a full-size image you can save and use)*

Keep your contact information current so @NYStateofHealth can reach you with important insurance updates! Visit nystateofhealth.ny.gov and follow along with this video to make any changes to your phone number, home address and email. bit.ly/3GOoZjJ #HowTo #EnrollNY

TWITTER *(Click here to open a full-size image you can save and use)*

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Post 7 – Text Alerts

FACEBOOK *(Click here to open a full-size image you can save and use)*

Don't miss any important updates from @NYStateofHealth! Text START to 1-866-988-0327 to opt-in for text notifications. Certified Enrollment Assistors can also sign you up for these alerts

while providing free enrollment assistance. on.ny.gov/3x1QVw4 #EnrollNY #GetCovered #StayConnected

TWITTER *(Click here to open a full-size image you can save and use)*

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